FEDERAL TRADE COMMISSION
WASHINGTON, D. C. 20580

To the Congress of the United States:

It is a pleasure to transmit the attached report concerning (a) the effectiveness of cigarette labeling, (b) current practices and methods of cigarette advertising and promotion, and (c) recommendations for legislation deemed appropriate. This report is directed by Section 8(b) of the Public Health Cigarette Smoking Act.

Miles W. Kirkpatrick
Chairman

THE PRESIDENT OF THE SENATE

THE SPEAKER OF THE HOUSE OF REPRESENTATIVES

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Source: https://www.industrydocuments.ucsf.edu/docs/splk0000